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## Colour code

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# COLOUR CODE

In November and December this year, HKDI will collaborate with The Design Alliance Asia (tDA Asia) – one of Asia’s most extensive creative networks – to host an exhibition entitled “Colours of Asia”.

COLOURS MEAN DIFFERENT things in different cultures, and the symbolism attached to colours is a powerful way to express cultural uniqueness and meaning amongst different countries in Asia.

Over the course of 2012, tDA Asia’s associates from across Mainland China, Hong Kong, India, Indonesia, Laos, the Middle East, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam will conduct research and identify the different symbolic significance in various Asian cultures that influence beliefs, lifestyle and design.

The exhibition aims at fostering an exchange of creative ideas and

comparative studies of culture through designs focusing on the use of colours. It will also help generate a creative cultural environment within the local design community to develop an appreciation of the vibrant use of colour in the artwork of Asian cultures.

In addition to the exhibition, a series of workshops, seminars and forums will be held to support the programme and facilitate an exchange of ideas between members and participants including students, professionals, educators and the general public.

The events will be opened to the public and all participants with no charge. ©



ABOVE COLOUR-FILLED CONTAINERS ARE A COMMON SITE IN HOMES, WORKPLACES AND STREET SHOPS DURING THE COLOUR FESTIVAL ‘HOLI’ IN INDIA; TOP COSTUMES USED BY DANCERS IN THE PHILIPPINES